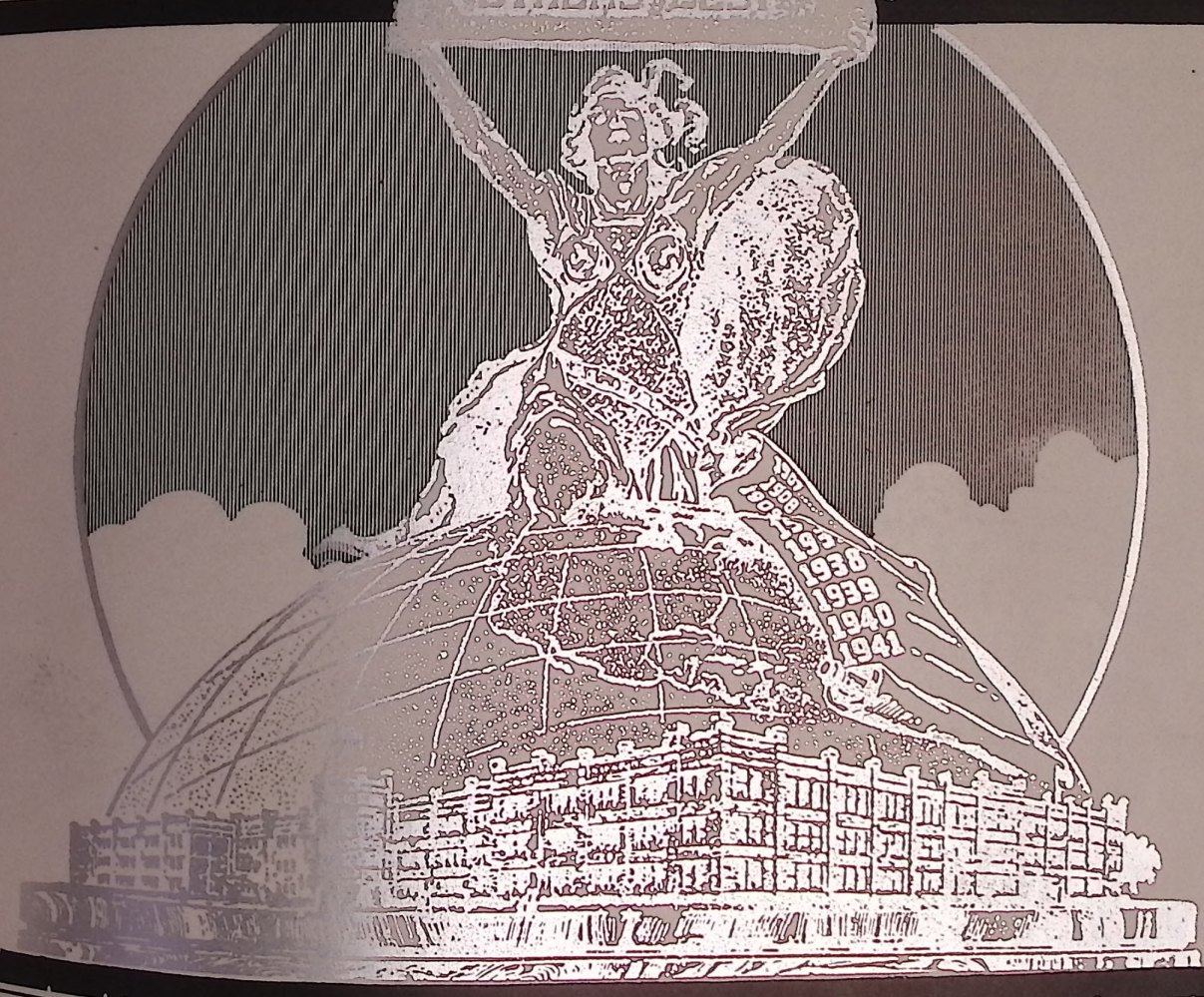
THE REVIEW

Vol. XXXV—No. 13 March 6, 1941



The Contents of the Pocket

ON THE INSIDE BACK COVER OF THIS ISSUE WILL

Put Money in **YOUR** *Pocket*

IF THE ART CALENDAR COULD TALK

I have two missions— one of utility, one of sentiment.

I am the symbol of time, combining the past, the present and the future.

As the clock records the seconds, minutes, hours, I record the days.

All the world looks at me, talks about me, and regulates its business and social life by me.

No letter is ever written, no book ever published, no money ever coined that does not bear my imprint. I am the one thing that the world must constantly consult.

I ask for display space in your place of business or your home. In return I guarantee to be useful and I hope to be decorative.

I admit that in that space I will constantly work for my sponsor, telling you and your friends who my sponsors are, where they are and what they have to sell.

I am one of their salesmen, anxious to impress you favorably and to remind you tactfully on each day of the year that my sponsors value your business.

But I am more—I am their ambassador of good will, entrusted with a special mission. That mission is to remind you of the value they place on their greatest asset — your friendship.

The REVIEW

Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, MARCH 6, 1941 No. 13

THE SPRING DRIVE

The hardest thing about a reputation is holding it. All of you who have come to realize that we make our own conditions more than appreciate the hard, consistent work that it takes to keep on going on.

Unless the constant seeking of further knowledge of your territory, of your line and of yourself, becomes a habit, it is very easy after the first big rush is over to slip. That is one of the reasons that I am a great believer, and always have been, in the quota basis of working. A man who doesn't set a mark for himself, month by month and week by week, to my mind is not going to accomplish very much. Keep up the habit of setting quotas and planning your work, then that extra pressure necessary will be put forth to accomplish that quota and work that plan.

What is your quota for March? Saturday night, March 8th, one-fourth of the month will be over. Have you written one-fourth, or better, of the quota that you set for yourself?

March is the time to SET YOUR SAILS for the SPRING DRIVE. During the Spring months is the time to concentrate

on your Safety First Campaign. The trouble in motor accidents is with human beings themselves. Cars and highways are safer and the answer to the question is not that of establishing one definite speed limit, but of being careful at all speeds. The main cause of accidents is simply that people forget to be careful. They take chances. "And tragedy overlooks no openings." People cannot be "legislated" into exercising caution. The effort must be voluntary. If they will only remember, if they can be reminded, always to be careful, the terrible toll of life and limb can be reduced.

Our Safety Campaign appeals to the parents through the children and to the children through the parents and is a natural for making people safety conscious. To my mind if children are taught through pictures and verses the idea of safety it is very apt to become a habit with them and they are not so apt to forget to be careful.

It is a natural for a business man in any town to take the lead in the Safety movement for it builds good will, prestige and publicity for his products and service. Be sure that your customer puts something of himself into the distribution of his Safety calendars. Does he ask the recipients if they hang the calendar? Are the children and other members of the family interested in the Safety subject and do they actually get something out of it? That story of Howard Kersey's on page 295 of the February 27th REVIEW, I think, helps to illustrate my point.

Heartiest congratulations to the Quota Busters and the Early Birds. We are mighty happy about the job you have done the first ten weeks and looking forward to what we know you will accomplish in the Spring Drive.

Let's go! Best of Luck!

T. Mackenzie.

PREPARE TOMORROW'S WORK TONIGHT AND YOU CAN'T LOSE

Final results of the Early Bird contest will be figured in a day or two and I want to thank not only the winners but everybody who has helped put over our successful early campaign.

Congratulations also to all the quota busters and the business regularity champs. The object of all our contests is to make work a game. Every salesman who enters into the spirit of a contest enthusiastically does a little better as a result even if he does not finish in the money.

Even though Mac's special award for business regularity was offered for January, many of the wearers of a hat from Mac are continuing their efforts towards some business each day, for the development of a productive territory can come only from steady production.

An announcement extraordinary of another contest will be made in a few days. The terms of the contest will be within reach of every Gerlach-Barklow salesman—Juniors and Seniors alike.

During our early season the grasshopper type of salesmanship has been correct. It has necessitated fast work contacting all the early buyers as fast as possible. Now we should divide each day's work into two plans—one half of each day following leads and prospects, the other half day contacting new buyers with one specific advertising plan. Prepare tomorrow's work tonight and you can't lose.

James R. Talcott

$1,000 CLUB

END OF TENTH WEEK

*FRED W. BELL
**BENJAMIN BERCOVIT
RALPH BOND
*****C. I. CHAMBERLAIN
****CHARLES CLAYTON
A. F. COOPER
*******P. C. EARL
*J. H. ETTER
HARRY D. EVANS
G. ROBT. FALLS
J. O. GAMMELL
E. H. GERRISH
W. E. GIBSON
E. A. GILMORE
****H. F. GROTTE
*AMASA HARTMAN
***J. C. HARTMAN
****SAM E. HAYNES
JOE HENDERSON
*WM. C. HERRMANN
CLIFFORD HIGGINS
****LEO L. HIMELHOCH
*SIDNEY A. HODSON
J. B. KASPER
*P. H. KEBOCH
EUGENE KELTNER
*H. J. KERSEY
MRS. A. C. JAHL
J. R. LAING
**R. H. LIPFORD
W. L. McNERNEY
*A. McWILLIAMS
***RUDY MADDOX
***GEO. H. MALONEY
KATHERINE MELCHER
E. E. MEYER
****M. G. MITCHELL
D. M. MORRISSEY
**L. H. MOSS
A. A. MULDREW
OTTO NOELL
***R. S. OSBURN
**R. S. PERRY
***FANNIE PETERSON
FRANK R. RAITZ
*H. F. RICKER
DOC SAGE
*J. M. SAUNDERS
L. R. SHEPARD
*ISIDOR SIEGEL
**E. B. SIERER
*CRAIG SOHN
*F. M. STEVENSON
ESTELLE P. THOMPSON
A. W. VORES
S. C. WHALEN

* Indicates Additional Victory Weeks.

DEAR RIE:

On Friday, February 21st, while visiting Guy Dean, I read in the Jacksonville, Florida, Times Union, that Etta Moten was giving a concert at the Day Spring Baptist Church, and that a section of the church was being reserved for white folks.

I invited Mr. and Mrs. Dean to go to the concert with me, and I never remember spending a more enjoyable evening and my enthusiasm was no greater than Mr. and Mrs. Dean's about this great negro songbird.

Miss Moten has as much stage presence and poise as any great singer or actress I have ever seen, and her concert was received with great enthusiasm by the negroes and whites alike. Miss Moten is a graduate of the University of Kansas and her father is at present pastor of a negro Methodist Church in Kansas City, Missouri.

Between her group of songs she told the story of each song in a very charming manner and had a very clever way of making her descriptions. She told how her very religious father had never been to a movie in his life until she appeared in 1933 in Warner Bros. "Gold Diggers." After much persuasion her father decided that he would go to the show when it appeared in Kansas City so she had two seats reserved for him, and much to everyone's surprise he came strutting down the aisle with twenty or thirty of the most prominent negro Clegrymen in that section of the country. In his sermon the following Sunday he told his congregation of the wonderful work the movies had accomplished in the education and development of our youth, and from that day on he has been a movie fan.

The culture of the negro, she said, goes back to the very beginning of time, and she turned to the white folks in the audience and said with a smile, "Our white friends here borrowed their culture from Europe, but our culture goes back to the beginning of time." She stated that all music originated in South America with the negroes, and in explaining the negro spirituals said that they were not written but that they came from their very souls.

One of the interesting little stories was about a recent trip down to Rio de Janeiro and how the natives down there not only danced but sang the famous rumba, and that at the time she was there the somba was being popularized. She said that it could be either danced or sung, and it was rather cute the way she said, "I am going to sing it."

Another thing that I wanted to tell you is that I have never seen such stage presence, and her manner in awaiting absolute silence had great charm. Even in Florida there was considerable evidence of severe colds and she waited until all coughing ceased and then gracefully look towards her pianist and proceeded to sing her wonderful negro spirituals, arias, and a few popular numbers.

My only wish is that every Gerlach-Barklow salesman might have had the pleasure that Mr. and Mrs. Dean and I had on Friday, February 21st.

JAMES R. TALCOTT.

* * *

Samples of the newest and most attractive Negro subject were sent to all salesmen today.

Read the Title Leaf carefully and then re-read Jim Talcott's fine tribute to Etta Moten, the great Negro Songbird.

Learn all you can about this young woman and learn to tell the story in an interesting and entertaining manner and you'll find many Negro business and professional men who'll be glad to avail themselves of the opportunity to buy this subject.

SOLD: 66,700 INVITATIONS

Are you making the most of the biggest item in the direct-mail line, by selling INVITATIONS?

You won't find them listed in the pricebook under that title, but in the last few days we've sold 66,700 and more of them. For instance—

Down in Oklahoma, Mr. Caldwell sold 12,000 invitations to a carpet shop—News Quiz, 1,000 a month for $665—to be mailed out to invite rug-cleaning business.

Sid Hodson sold 2400 invitations to a state bank—News Quiz, 200 a month for $240—to invite trust department business.

Nick Osburn sold 6500 invitations—"Our America" small blotters for $100—to a rug company that wants to invite cleaning and repair business.

Mrs. Thompson sold 20,000 folders using "Bright Bouquets" prints for $430, to a store that will use them to invite retail furniture trade.

Jut Laing sold $107 worth of "Spirit of Youth" post cards to a distributing company, to be used to invite orders.

Bert Stiff sold 2400 invitations in the form of "Bildcost Blueprints" blotters to a supply company that wants to invite orders from contractors.

H. D. Evans sold a similar order for 1200 "Bildcost Blueprints" to a lumber company.

R. McWilliams sold 1000 "Friendly Flowers" post cards with Thank You copy to an ice and coal company. The cards are to be sent to old customers, inviting them to order again.

E. B. Sierer sold a $210 order for 6,000 Class D mailing cards, invitations to customers, to be used by a fishing tackle company.

Guy Dean sold 3,000 blotters to a florist, who will use them to invite general business. N. G. Beatty sold a similar order for 1200 "Friendly Flowers" blotters.

D. W. Brown sold 1,000 "Spirit of Youth" large blotters to a restaurant, to be distributed with menus printed on them to invite people for lunch—at the regular blue-plate price.

Among the men selling 1,000 Easter blotters were J. P. Wood, C. L. Lewellen and A. V. Clapp. Mr. Clapp sold two orders in one day. All of these blotters will be used to invite immediate flower orders.

And Marvin Mitchell sold 2400 "Spirit of Youth" post cards for $100 to a service station to invite new customers by offering monthly price specials.

Yes, we sell a lot of invitations.

Blotters, post cards, mailing cards and folders all get orders from business men who want to invite customers and prospects to buy. The summary on this page shows actual sales of 66,700 invitations in the last few days.

Does that give you an idea about selling an order?

Business Is Booming---Thank You!

Rudy Maddox Sets the Pace and Is Backed up by Jut Laing, Ed. Sierer, Sam Haynes and an Army of Workers

Rudy Maddox of South Carolina comes through with a $1,500 sale of deluxe art calendars to a big GLASS MANUFACTURER, an old customer.

Jut Laing of Illinois creates a brand new $700 account with a sale of 1500 special deluxe art calendars to a SILICA SAND COMPANY.

Ed Sierer of Washington also created a new $700 account with a sale of "My Blue Heaven" sold to a SEA FOOD MARKET. The copy on these calendars reads "IF IT SWIMS, WE HAVE IT."

J. P. Wood of Kentucky made a $353 sale of "I See by the Papers" to a FURNITURE DEALER.

Ben D. Gatliff of Kentucky makes a $365 sale of "Happy Bluebird Family" and "Scenes of My Childhood" to a FUNERAL DIRECTOR.

WE KEEP YOUR HOME FIRES BURNING
Sold by H. D. Evans on "When Good Fellows Get Together" to a Coal Dealer

E. L. Vincent of New York made a $302 sale of "Steady" in R-2 Billboards to a PLUMBING AND HEATING SUPPLY DEALER.

E. E. Meyer of Pennsylvania makes a $300 sale of "My Bonnie Lies Over the Ocean" to a BANKING AND TRUST COMPANY.

E. L. Vincent of New York makes the column a second time with a $255 sale of "Priceless Heritage" and "My Bonnie" to a SAVINGS BANK.

Ralph Bond of Wisconsin sold "The Joy of Living" to a FUEL AND LUMBER DEALER for $225. The copy line reads—"MATERIALS TO BUILD YOUR HOME AND FUEL TO HEAT IT."

Sam Haynes of Texas makes a $235 sale of Bluebird Fans to a FURNITURE DEALER. Make a note of the fact that every furniture store in your territory is a live prospect for fans right now.

Mr. Haynes makes a second appearance in the column with a $200 sale of Holiday Greeting HG4233 "Silver Dawn" to a STATE BANK—which is proof that business men and institutions will buy greetings early if properly approached.

P. M. Winter of Pennsylvania made a $145 sale of Religious Calendars to a FUNERAL DIRECTOR.

Fred Bell of Michigan sold "Here Peace and Happiness Abide" to an ELECTRICAL CONTRACTOR for $131.

INSURE IN SURE INSURANCE
Sold by C. L. Lewellen on "Off to the Meeting Point" to an Insurance Agency

YOUR RUGS COME BACK FROM OUR PLANT AS CLEAN AND FRESH AS THESE LOVELY FLOWERS

Sold by A. J. Morrier on "Poems Without Words" to a Cleaner

S. C. Whalen of Pennsylvania created a new account for himself with a $120 sale of "Houghton Mill" on the Bread Facts calendar, sold to a BAKERY.

Mr. Whalen created a second new customer with a $129 sale of "Here Peace and Happiness Abide" to a HOME BUILDING MATERIAL AND FINANCING CONCERN.

Charlie Chamberlain of Pennsylvania made a $160 sale of Class SQA2 to a FUNERAL HOME.

Charles J. Clark of Illinois made a $117 sale of Bluebird calendars to a HARDWARE DEALER.

Guy Dean of Florida created a new $114 account with a sale of Paragon to a DRUGGIST.

W. E. Gibson of Pennsylvania created a new account with a $114 sale of "Peekaboo" to a CLEANER.

Sam Haynes appears a third time with a $112 sale of metal calendars to a MORTICIANS' SUPPLY DEALER.

SERVICE IS NOT OUR MOTTO, IT'S OUR BUSINESS

Sold by Cecil Nixon on "Sunrise" to an Auto Body Shop

And here he is again with a $118 sale of "Happy Bluebird Family" sold to a LAUNDRY, bringing his total up to almost $700 for the four orders alone.

Leo Himelhoch made a $120 sale of FD Service to a FUNERAL HOME.

Newton G. Beatty made a $150 sale of Key and License Holders to a TAVERN.

Ralph Bond of Wisconsin made a $112 sale of "News Quiz" to a BRICK MANUFACTURER.

Tom Perrott of New York sold Business Calendars to a FOUNDRY AND MACHINE SHOP for $122.

Doc Sage sold "Off to the Meeting Point" to a MILLING COMPANY for $113.

E. H. Gerrish of Connecticut made a $175 sale of "When a Feller's Got a Friend" to a dealer in HARDWARE AND MILL SUPPLIES to advertise "OVER A CENTURY IN BUSINESS."

A. V. Clapp of New Jersey sold "Spirit of America" to a LAUNDRY for $116.

WE SPECIALIZE IN HAPPY BUSINESS RELATIONS

Sold by G. R. Russell on "Happy Bluebird Family" to a Transfer Company

BUILDERS WISE USE OUR SUPPLIES
Sold by W. A. Scheafer on "Here Peace and Happiness Abide"
to a Lumber Company

Clyde Estes of Arkansas makes a $108 sale of "Spanky's Safety Patrol" to an AUTOMOTIVE SERVICE AND REPAIR COMPANY.

Sidney Hodson of Michigan made a $101 sale of Houghton Mill to a NATIONAL BANK.

Leo L. Levin of Utah sold "Rainbow Fishing Fleet" to a LUMBER DEALER for $125.

Randolph Lipford of Virginia created a nice new account with a $177 sale of Spanky Safety Patrol to an AUTOMOBILE DEALER.

Marvin Mitchell of Illinois sold 500 "My Diary" Baby Record books to a HOSPITAL for $118.

Elsewhere in this issue of REVIEW there is a letter from Bob Shea regarding the hospital as a prospect for Baby Record books. DON'T MISS IT.

Bob Moore of Ohio creates a dandy new account with a $150 sale of News Quiz—"Our America" sold to a MANUFACTURER OF MACHINERY BELTING.

Dan Morrissey of New York made a $103 sale of Religious calendars to a FUNERAL DIRECTOR.

A. McWilliams of Illinois made a new customer with a $214 sale of R19 Religious Calendars to a FUNERAL DIRECTOR.

WHEN YOU NEED A PLUMBER BAD, YOU WANT HIM GOOD
Sold by J. Shadle on Will Rogers to a Plumber

Bill McNerney of California made a $200 sale of "The Joy of Living" to a HARDWARE DEALER.

George R. Long of Maryland made a $120 sale of Religious Calendars to a dealer in BUILDING MATERIALS.

Here's the outstanding copy line—

"BUILDERS OF AMERICA'S GREATEST INSTITUTION—
THE HOME"

Jack Bucher of Indiana built himself a good new customer with a $126 sale of "My Blue Heaven" to a BEVERAGE BOTTLER.

Fred Bell makes his second appearance in the column with a $126 sale of FD Service to a FUNERAL DIRECTOR.

A. W. Thurn of Wisconsin sold 5000 Ger-Bars to a FUEL DEALER for $120.

Bob Shea of New Hampshire sold "Spirit of America" to a FEDERAL SAVINGS AND LOAN COMPANY for $140. This is a brand new account created by Mr. Shea.

QUALITY PRODUCTS AND SERVICE WITH COURTESY
Sold by Fred Stevenson on "Steady" to a Grain & Feed Mill

WHAT PRICE LIBERTY?

How much do we really value liberty? Is it worth protecting? Is it worth fighting for? If it is worth HAVING, then—above all else—we must be on our guard against those two little words, "Too late."

To prove this, let's call the roll—

MANCHURIA—gone because action was taken too late.

CHINA—one-third gone because action was taken too late.

INDO-CHINA—probably gone because action was taken too late.

ABYSSINIA—gone, but now coming back (?),because action was taken too late.

ALBANIA—gone, but now coming back (?), because action was taken too late.

AUSTRIA—gone because action was taken too late.

DANZIG—gone because action was taken too late.

CZECHO-SLOVAKIA—gone because action was taken too late.

POLAND—gone because action was taken too late.

FINLAND—partly gone because action was taken too late.

DENMARK—gone because action was taken too late.

NORWAY—gone because action was action was taken too late.

HOLLAND—gone because action was taken too late.

BELGIUM—gone because action was taken too late.

LUXEMBURG—gone because action was taken too late.

FRANCE—gone because action was too late.

LATVIA—gone because action was too late.

LITHUANIA—gone because action taken too late.

ESTHONIA—gone because action taken too late.

HUNGARY—gone because action taken too late.

RUMANIA—gone because action taken too late.

BULGARIA—gone because action taken too late.

Soon three other nations may be added to this terrible list—GREECE, JUGOSLAVIA and TURKEY.

In other words, if Britian pulls through as we believe it will, WITH OUR HELP, there will soon be only five great powers left in the world—Great Britian, Germany, Russia, Japan and the United States. None of the others — Italy, Spain, Portugal, South America, China, etc—can exist without the active support of one or more of these five great powers.

But suppose Britain DOESN'T pull through!

Suppose — just suppose — Britain goes under!

In that case the world line-up will be:

GERMANY—in control of all Europe, save Russia, and of all Africa.

RUSSIA—in control of northern Asia and northern Asia.

JAPAN—in control of all Asia except Russia.

UNITED STATES—the GUARDIAN of ALL the Western Hemisphere.

Navies twice the size of ours AGAINST us; a merchant marine four times the size of ours AGAINST us; ship yards that can outbuild us 7 to 1 AGAINST us; armies twenty times the size of ours AGAINST us; every important armament plant in the world AGAINST us; the whole world economy AGAINST us, including that of South America.

Yet, in spite of this picture well-known to every member of the United States Congress and to every thinking man and woman in the world, factions in this country are playing politics, debating, arguing, and REFUSING to unite behind the man who was elected President of the United States only four short months ago. They are also refusing to follow the advice of Wendell Willkie who polled the largest vote ever given a Republican candidate for the presidency. They are also refusing to follow the findings of the Fortune poll, the Gallup poll, and the urgings of EVERY AMERICAN NEWSPAPER CORRESPONDENT ON EARTH—men who have seen the world of today at close quarters and know what is going on.

If there ever was a time in the history of America when NATIONAL UNITY was essential—VITAL—that time is here now. If we don't get it SOON America will be obliged to become an armed camp, and remain an armed camp for a generation.

There are some things in the "Lease-Lend" bill that this writer doesn't like, but—as it will be amended—we refuse to believe that it is a menace to American democracy.

In any case, we'd rather take a chance on the Americanism of Franklin Delano Roosevelt (against whom we voted three times) than on the "Americanism" of Adolf Hitler, Benito Mussolini, Josef Stalin or the Japanese war lords.

Let us do some clear—sane—thinking on this matter, and do it NOW. This is no time for partisan politics. This is no time for personal bitterness. This is no time for fiddling, debating, or internal squabbling.

Of course nobody wants America at war.

Of course nobody wants American troops to fight in foreign lands.

BUT—let's cross those bridges when we get to them. If we don't we'll have NO bridges to cross. But we WILL have a heck of a lot of "bridges"—from the Philippines to Puerto Rica, from Alaska to Cape Horn—that will need to be PROTECTED every hour of every day for years to come.

A UNITED AMERICA has nothing to fear—PROVIDED we unite soon enough. But let us never forget those tragic little words—"Too late"!

What price liberty?

What price national independence?

Ask the peoples of the unfortunate nations that have lost their liberty and their independence because ACTION was taken TOO LATE!

Do you think those people, IF THEY COULD BE IN AMERICA TODAY, would unite behind President Roosevelt, or would they do everything within their power to keep him shackled until the Axis ruled the world?

You know the answer.

Jewell E. Ricker

THE KISS OF THE SUN FOR PARDON
THE SONG OF THE BIRDS FOR MIRTH
YOU ARE NEARER GOD'S HEART IN A GARDEN
THAN ANYWHERE ELSE ON EARTH.
Sold by A. W. Thurn on "Happy Bluebird Family" to a Florist

C. F. Gordon of New York made a $121 sale of "My Blue Heaven" to a MEAT PACKING HOUSE.

King Gerlach of Florida made a $113 sale of "I See by the Papers" to a LUMBER DEALER to advertise "EVERYTHING FOR THE BUILDER."

Mr. Gerlach also sold "Spanky's Safety Patrol" to a DAIRY for $116 to advertise "FOR SAFETY SAKE INSIST ON OUR DAIRY PRODUCTS."

W. F. Dunlap of Georgia sold "A Family of Champions" to an AUTO BODY BUILDER for $143.

QUALITY THAT IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN
Sold by O. M. Wildman on "Proud Mothers" to an
Electric Appliance Dealer

Ryan S. Perry of New Jersey makes a $100 sale of Twelve-Sheet calendars to a NATIONAL BANK.

Charlie Chamberlain of Pennsylvania creates a good new customer with a substantial sale of Class Y Blotters to a FLORIST.

Charles Clayton of Pennsylvania sold 200 R16 "Autumn Rhapsody" to a REAL ESTATE AND INSURANCE AGENCY—a brand new customer.

And here's Sam Haynes again with a sale of 1000 Bluebird calendars to a FUNERAL HOME. The copy reads—"IN THE SERVICE OF OTHERS."

Mr. Haynes also sells 350 P-232 business calendars to a MACHINE SHOP and makes a $100 sale of R-19 Religious Calendars to a NATIONAL BANK.

Did it ever occur to you that bankers in your territory might be prospects for Religious Calendars?

Leo Himelhoch created a new account with an $80 sale of FD Service to a FUNERAL DIRECTOR.

Newton Beatty creates two new accounts—one a FLORIST to whom he sells 3,000 blotters, the other a dealer in STOKERS AND REFRIGERATORS who buys 750 "Scotty" Metal Calendars.

Bill McNerney made a $100 sale of "Scenes of My Childhood" to a PLUMBING AND HEATING CONTRACTOR.

Mr. McNerney also sold "Happy Bluebird Family" to a FLORIST and "Scenes of My Childhood" to a REAL ESTATE AND INSURANCE AGENCY.

MILK FOR HEALTH—PASTEURIZED FOR SAFETY
Sold by J. P. Wood on "Long Life and a Healthy One" to a Dairy

QUEEN OF THE PONTIAC TORPEDO FLEET
Sold by Lynn Walker on "My Blue Heaven" to a Pontiac Auto Dealer

H. R. Messick sold 300 Religious Calendars to a FUNERAL DIRECTOR.

John Mur creates a new account with a nice sale of "Silver Dawn" in R-4 and R-9 to an AUTO BODY BUILDER, to advertise "THE PEAK OF QUALITY AND SERVICE"

By-the-way, are you making good use of those copy suggestions which appear on your indoor billboard samples?

"Doc" Sage sells "Their Priceless Heritage" in indoor billboards to a FERTILIZER MANUFACTURER to advertise "FOR THE LAND'S SAKE."

W. A. Scheafer of Pennsylvania made a $100 sale of "Proud Mothers" to a FUEL AND LUMBER DEALER, a new customer.

Isidor Siegel of New York made a $100 sale of Safety First billboards and art mounts to a COAL DEALER.

F. M. Stevenson of Oregon sold 250 roll calendars, "The Guiding Hand" to a PLUMBING AND HEATING CONTRACTOR.

P. M. Winter sold 50 Will Rogers billboards to a CLOTHING DEALER to advertise "A NAME THAT GROWS WITH THE YEARS."

Mr. Winter also created a new account with a $128 sale of "Spirit of America" to a COAL DEALER.

FLOWERS WHISPER WHAT WORDS CAN NEVER UTTER
Sold by G. R. Russell on "Old Fashioned Garden" to a Florist

Mr. Winter makes his third appearance with a sale of 300 "My Bonnie" in R-16 hangers to a HARDWARE DEALER.

Ben Bercovit sold Will Rogers billboards and hangers to a FUNERAL HOME.

Ralph Bond sold "Steady" in R-2 billboards to a STATE BANK.

Leonard Smith of Iowa sold "Spirit of America" to a SAVINGS BANK.

A. A. Bender made a $127 sale of "Blue Heaven" to a LAUNDRY AND CLEANER, a new customer. Bender won this concern's order because he suggested the standard laundry copy beginning "TO AMERICAN WOMANHOOD." If you are not familiar with that copy, it will be sent to you on request.

Ralph Bond created a new $180 account with a sale of "Spirit of America" to a STATE BANK.

C. P. Cook of Maine made a $200 sale of Religious Calendars to a FUNERAL DIRECTOR.

WE OURSELVES THE BETTER SERVE BY SERVING OTHERS BEST
Sold by P. H. Keboch on Will Rogers to a Laundry

ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER
Sold by M. C. Eckland on "My Bonnie" to a Coal Dealer

Clyde Estes of Arkansas made a $120 sale of Ger-Bars to a FURNITURE DEALER, a new customer.

Charles Clayton sold "Autumn Rhapsody" to an INSURANCE AGENCY for $111.

H. D. Evans made a $127 sale of Blotters to a COAL DEALER.

J. W. Hatch sold "My Bonnie" to a FUNERAL DIRECTOR for $119. This is a new account created by Mr. Hatch.

Bill Herrmann made a $115 sale of Religious Calendars to a FUNERAL HOME.

H. M. Buckley sold 500 Better Homes and Gardens Calendars with "Priceless Heritage" to a ROOFING CONTRACTOR—a new customer.

Caldwell of Oklahoma sold "Peekaboo" in a foldover deluxe greeting to a CLEANER.

C. P. Cook of Maine sold "Autumn Rhapsody" to a SASH AND DOOR MANUFACTURER.

George Corrigan sold "Off to the Meeting Point" to a SADDLERY.

E. C. Doudna sold 200 "Down on the Farm" in R-9 to a FUNERAL HOME.

WE BUILD FOR TOMORROW BY OUR SERVICE OF TODAY
Sold by H. R. Messick on Ger-Bars to a Plumber

Hugh Estes sold 50 indoor billboards "I See by the Papers" to a FUNERAL HOME.

Harry Etter sold 2,400 "Sailing Ship" Blotters to a PAINT MANUFACTURER.

Dan Morrissey made a $100 sale of Religious Calendars to a FUNERAL HOME.

R. H. Lipford sold "Friends Who Remembered" to a FUNERAL DIRECTOR for $100.

John S. Petko made a $100 sale of "Joy of Living" to a SAND AND GRAVEL DEALER, a new customer.

Mrs. Fannie Peterson makes a $100 sale of "Spirit of America" to a LUMBER DEALER.

Fred Stevenson sold "Priceless Heritage" to a DAIRY for $100. This is to advertise "MILK—THE FOOD GOD CREATED."

Ben Gatliff sold "Happy Bluebird Family" in R-9 to a GROCER.

NEVER MIND THE WEATHER OUTDOORS—
WE KEEP YOU WARM INDOORS
Sold by C. Wunderlich on "Spirit of America" to a Coal Dealer

EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE
Sold by G. R. Russell on Will Rogers to a Variety Store

Jim Hartman sold a thousand Paragon Key Cases No. 1110 to a USED CAR DEALER.

George R. Long sold 100 indoor billboards, "Springtime" to a dealer in FRUITS AND PRODUCE. The copy reads "AT YOUR SERVICE ALWAYS AND ALL WAYS."

A. McWilliams sold 50 indoor billboards, "Down on the Farm" to a HATCHERY to advertise "THERE IS NO SUBSTITUTE FOR QUALITY."

Mr. McWilliams also sold Religious Calendars and "Off to the Meeting Point" to a FUNERAL DIRECTOR.

Jack Moore of Indiana sold 5,000 FD Service to a FUNERAL HOME.

Cecil Nixon sold "Joy of Living" to an AUTO SERVICE STATION.

A. W. Thurn sold "Bright Bouquets" in Class Y Blotters to a FLORIST.

Craig Sohn sells "Come Back Here" in R-2 and R-8 to a SERVICE STATION.

Mrs. Peterson sold "Spirit of America"—a complete campaign—to a FARMERS' COOPERATIVE ASSOCIATION.

SERVICE IS NOT OUR MOTTO, IT'S OUR BUSINESS
Sold by J. B. Whitton on Baby Books to an Ambulance Service

Marvin Mitchell sells "Scenes of My Childhood" to a REALTY COMPANY.

A. McWilliams sold "Freedom for All" to an AUTO WRECKING COMPANY.

Jim Gammell sold 300 DeLuxe Greeting Calendars, "Rainbow Fishing Fleet to a REAL ESTATE AGENCY.

Mr. Gammell also sold SQA-3 to a CHEMICAL MANUFACTURER.

George Corrigan sold Safety First calendars to a FORD DEALER.

Bucher of Indiana makes a nice sale of "Be Sure You're Right" in billboards and deluxe calendars to a COAL DEALER.

George Wolfe sold 500 art mount calendars, "Scenes of My Childhood" to a dealer in MEN'S AND BOY'S WEAR.

J. Milton Wigley sold 3600 Blotters to a CLAY PRODUCTS MANUFACTURER.

J. P. Robinson comes through with a $200 sale of News Quiz to a TOOL AND DIE MANUFACTURER.

IT'S THE FRIENDS WE MAKE WHO MAKE US
Sold by Bob Shea on "Peekaboo" to a Druggist

ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER
Sold by George Corrigan on "My Bonnie" to a Grocer

Jack Moore of Indiana is in again with a $100 sale of "Spirit of America"—sold to a FUNERAL DIRECTOR.

Fred Parks sold 300 S-256 "Houghton Mill" to a GROCERY AND MARKET to tell the recipient, "WE INVITE, RESPECT AND APPRECIATE YOUR BUSINESS."

A. H. Oschmann sold News Quiz to a SERVICE STATION—a new customer.

Fred Shallish sold "Spirit of America" to an OIL DEALER.

J. A. Field made a $100 sale of Blotters to a SAFE DEPOSIT COMPANY.

Charles J. Clark sold "Spirit of America" to a CREAMERY.

Ralph Bond sold Will Rogers billboards and hangers to a CHEVROLET SALES.

Mr. Bond also made a $100 sale of "Spirit of America" to a NATIONAL BANK and 300 Laundry Calendars with "Puppy Love" to a LAUNDRY.

L. R. Shepard sold 500 Greetings using the Bluebird subject to a FUEL DEALER.

H. L. Nickels who represents Gerlach-Barklow in the Hawaiian Islands has eight orders for the week as follows:

1000 Business Calendars to a FARM. 700 "Happy Bluebird Family" to a MARKET. 300 "Priceless Heritage" to an AUTOMOBILE DEALER. 500 "Light of Her Eyes" to a SUGAR REFINERY COMPANY STORE. 250 "Springtime" to a GENERAL MERCHANDISE DEALER. 200 "My Blue Heaven" to a SUGAR REFINERY. 300 Art Mount Calendars assorted to a COMPANY STORE. 150 "Long Life and Healthy One" to an ADVERTISING AGENT. Four of these orders are from new customers.

DEAR MAC:

The first period is over tonight and my gain over the same period last year is 35%, which fulfills the percentage gain of 30% I set before the selling season started.

And I'm happy to report no blank days to date.

Both buyers of ours and of competitive lines recognize the superior quality of Gerlach-Barklow products.

The year should get better as we get farther into it.

Best regards to you and all of your good helpers.

Sincerely yours,

CECIL NIXON.

BABY BOOKS — HOSPITAL PLAN

An open letter NOT TO BE READ by anyone who has sold baby books using the "hospital plan."

DEAR MR. SEELY:

Just in case I am not the last convert to the ease and simplicity of getting results with our Baby Book-Hospital Plan, may I put in my "two cents worth"?

Boys, set yourself a stint of a signed statement on your nearest hospital's letterhead, and go out and make five calls for a sponsor. Will you get the surprise of your career? Oh yes, I know that plan works out very swell in Joe Supermans territory, but in mine, oh, it's different here. Well just see the real honest and warm welcome a Superintendent or Mother Superior will extend when you outline the plan to them. Why they will even tell you that they think it will help the hospital too. They even let you dictate the form letter to their secretary. Of course have them sign it before you leave. Then armed with this letter see how soon you can get a sponsor. Then the third joy, when you return to the hospital to tell them who the donor is going to be. I always get the hospital to promise that the sponsor will be given the first chance to renew the supply when it is getting low. Think this is only fair, because why should a firm lay the groundwork, and then be forced to step aside for another.

You boys who have never had these pleasures, will you give the plan a trial. I promise you a surprise. I know, 'cause I sold my first order only last Friday, and today 250 more Diaries to a druggist.

How about it?

BOB SHEA.

DEAR ERNIE:

I received from the G-B Company today, the Victory Club prize, known as the Order Book Cover. I knew it was a nice one from what I could observe when Jim showed it to us at the convention and now that I have it in my hands and looked it over thoroughly and carefully I am not only proud for having won it but I am happy and proud to have it among my own possessions. It is a beauty.

Starting out tomorrow I will put it to working and I hope it brings me a lot of good luck. Thanks a million.

Very truly yours,

J. B. KASPER.

Reverend Sir:

FREE FANS FOR YOUR CHURCH

Within a few weeks, summer will be upon us and the members of your congregation will want the comfort of fans during the services on warm Sundays.

If a reputable business man of your community agrees to supply fans absolutely free to your Church, will you permit us to print his business card in small dignified style on the reverse side of each fan?

The pictures are all beautiful and in perfect harmony with the dignity and honor of the church. The fans will be a source of genuine comfort to your people.

There is absolutely no charge and no obligation in connection with your acceptance of these fans, and they are subject to your entire approval upon delivery.

In filling out the enclosed post card we suggest that you make request for just a few more than the necessary number for your average attendance as some of the fans will become worn out or be carried away from the church.

Please mail the card not later than .....

in order to avoid disappointment in delivery.

Respectfully,

Above is copy used on Church Fan Distribution Plan. Each salesman may have a sufficient number of these letters to cover his requirements. Envelopes and return cards are also supplied by us and all the salesman does is to address and stamp the letters.

Quite a number of salesmen are already following this plan because NOW is the time to sell fans, and NOT after hot weather arrives.

If you intend to employ the Church distribution plan this year, it's time right now to get on board the Band Wagon.

"OH M-O-O-O-O-O-R-ti-mer . . ."

Ouch! There's that screaming discord again.

Without warning, it hurtles out of the loudspeaker, a brickbat of sound that ricochets from wall to wall like an alto thunderclap.

"M-O-O-R . . ." and more and more and more!

Jump for the radio. Turn the dial! That female has a brass larynx and lungs like a blimp. Squelch her!

Poor Mortimer. He has to listen to that pesky spot announcement a dozen times a day. Thank gosh WE don't. We can turn it off.

But even as we dive for the dial, even as we turn it, we know what brand of coffee that nerve-jarring voice is telling poor Mortimer to remember not to forget. Inevitably, once or twice, we have been unable to reach the radio in time to gag the howl, and on these lamentable occasions we have heard the thing all the way through.

We don't like Microphonic Mollie or whatever Thomas J. Webb calls his Mortimer-calling champion. We say she's a noisy nuisance, and we think there ought to be a law. We may even write to the FCC about it.

But even though we don't enjoy that metallic, penetrating voice with its insistent reminder to buy coffee, we're going to get our money's worth by using it to point a moral. We can get SOME good out of it to compensate for our shattered nerves and the ankles we've sprained lunging to twist the radio dial!

And so we admit that the ear-splitting wail is a better reminder than a string around Mortimer's finger. It commands him to get that coffee. It reminds him forcibly and often. He could take to a bomb shelter to escape that voice, but it still would echo in his ears.

Offensive as it is to us, shattering as it is to the sacred peace and quiet of the home, much as it seems the first shot in a subversive campaign to ruin the nerves of our nation, that "Oh Mortimer" spot announcement has one quality that makes it noteworthy — frequency of repetition.

Sure, there are more enjoyable radio spot announcements. Some are interesting, some amusing. All that get results, even the "Oh Mortimer" mess we've already mentioned once or twice, are effective because they make themselves heard—regularly and frequently.

Monthly direct-mail advertising works somewhat the same way. It is like the radio announcements we really enjoy.

It offers amusement, information and useful news about where and what to buy—in a pleasant, likable way. Monthly direct-mail advertising, like radio spot announcements, tells the advertiser's story briefly, regularly and frequently. It is not broadcast to everyone. It reaches the RIGHT people, through selective mailing. It concentrates the full power of the advertising budget in the market where it can do the most good.

Mailed once a month, it reaches preferred customers and prospects regularly. It stays on the desk or on the wall, because it is useful and beautiful. Thus it tells its story frequently.

No Gerlach-Barklow direct-mail medium depends upon blatant screaming to get attention, however. Because items like blotters, post cards and News Quiz are designed to be mailed from friend to friend, they cannot demand attention. Instead, they invite it. They invite good will and business as well.

News Quiz promises—and provides—a news summary in the intriguing form of questions and answers, written by a topnotch news analyst. SQA-3 folders offer an "Information, Please" game.

Blotters like "Kiddies, Inc." "Our America," "Sailing Ships," "Playmates" and "Brainy Bow-Wows" provide various styles of colorful, attractive pictures, usually with necessary monthly calendars.

Post cards like "Friendly Flowers" with Thank-You copy convey a warm, human message from the business man to his customer.

There aren't any "Oh Mortimers" in our direct-mail line. But every series makes itself heard—pleasantly and effectively. That is why new customers will listen to your presentation and OK your direct-mail suggestions.

BILL RICKER.

INSTRUCTIONS FOR SELLING MOTHER'S DAY BLOTTERS

In the pocket on the inside back cover is a blotter sample that will get orders from florists. It is the promised Mother's Day halftone, explained on the sample envelope that contains your Easter Special blotters.

Please note these instructions:

The Mother's Day halftone may be used on Class 2CY Golden Rule blotters, Class 2CX Golden Rule blotters, or Economy post cards.

On the large blotters, only one cut will be used—not two as on the Easter blotter.

Until March 15th, you may sell Easter blotters. And by charging $3.00 extra for change of copy, half of the minimum order of 1,000 can be made up with Mother's Day copy.

Mother's Day blotters may be sold alone, now or later. The deadline for Mother's Day orders is April 10th. Orders received in Joliet by April 10th will be shipped before the end of April, so that the florist will have them a few days before Mother's Day, which is May 11th.

We have printed a sample of the small blotter only, the size most wanted by florists.

There are many Easter orders in the pressroom, and we cannot tie up the cuts to print further samples when rush orders must be completed.

Florists from coast to coast are enthusiastically ordering both Easter and Mother's Day blotters, proving that these simple little ideas, because they are timely and economical, can get business for both you and your florist customers right now!

USE THIS SAMPLE NOW!

TESTS OF TRUE GREATNESS

To bear up under loss; to fight the bitterness of defeat and the weakness of grief; to be a victor over anger; to smile when tears are close; to resist disease and evil men and base instincts; to hate hate and to love love; to go on when it would seem good to die; to seek ever the glory and the dream; to look up with unquenchable faith to something ever more about to be. These things any man can do and so be great.

—ZANE GREY.

(Our sincere thanks to George Maloney)